

ORDER



WAVY

Orders
Order / Rev: 200470
Alt Order #: 06844844
Product Desc: 8/22-8/28 AFP-SENATE
Estimate: 346
Flight Dates: 08/22/12 - 08/28/12
Original Date / Rev: 08/22/12 / 08/22/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Avenue
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/AFP Senate
Demographic: A35+
Product Codes: PL2
Priority: P3
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2570/SP271/TO1326/AL2874/MO967

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	32	\$30,100.00	\$25,585.00
08/27/12	08/28/12	13	\$12,400.00	\$10,540.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	32	\$30,100.00	\$25,585.00	0.00
September 2012	13	\$12,400.00	\$10,540.00	0.00
Totals	45	\$42,500.00	\$36,125.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WAVY	34%	\$42,500.00
Market	100%	\$125,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	42%	\$52,500.00
WTVZ	0%	\$0.00
WVBT	6%	\$7,500.00
WVEC	18%	\$22,500.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	08/23/12	08/24/12	Today Show M-F	CM	7a-9a	---TF--	:30	2	\$2,000.00	P1	0.00	NM	2	\$4,000.00
TODAY SHOW Start Date 08/20/12 End Date 08/26/12 Weekdays ---TF-- Spots/Week 2 Rate \$2,000.00 Rating 0.00															
E 2	WAVY	08/23/12	08/24/12		CM	11a-12p	---TF--	:30	6	\$200.00	P2	0.00	NM	6	\$1,200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Hampton Roads Show														
Hampton Roads Show														
HAMPTON ROADS SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/20/12		08/20/12	08/26/12	---TF--		6		\$200.00		0.00				
E 3	WAVY	08/23/12	08/24/12	WAVY News 10 @ Noon	CM	12p-1p ---TF--	:30	3	\$300.00	P1	0.00	NM	3	\$900.00
News 10 @ Noon														
NEWS AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/20/12		08/20/12	08/26/12	---TF--		3		\$300.00		0.00				
E 4	WAVY	08/23/12	08/24/12	WAVY News 10 @ 6p	CM	6p-630p ---TF--	:30	3	\$2,000.00	P1	0.00	NM	3	\$6,000.00
News 10 @ 6p														
6P NEWS/NBC NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/20/12		08/20/12	08/26/12	---TF--		3		\$2,000.00		0.00				
E 5	WAVY	08/23/12	08/24/12	LN M-F	CM	11p-1130p ---TF--	:30	2	\$2,000.00	P1	0.00	NM	2	\$4,000.00
M-F News 10 @ 11														
11P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/20/12		08/20/12	08/26/12	---TF--		2		\$2,000.00		0.00				
E 6	WAVY	08/23/12	08/24/12	Tonight Show/Jay Leno	CM	1134p-1237a ---TF--	:30	3	\$500.00	P1	0.00	NM	3	\$1,500.00
Tonight Show w/Leno														
TONITE SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/20/12		08/20/12	08/26/12	---TF--		3		\$500.00		0.00				
E 7	WAVY	08/24/12	08/24/12	Fri Hour 3	CM	10p-11p ----F--	:30	1	\$700.00	P3	0.00	NM	1	\$700.00
Friday 10p-11p														
DATELINE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/20/12		08/20/12	08/26/12	----F--		1		\$700.00		0.00				
E 8	WAVY	08/25/12	08/25/12	WAVY News 10 Sa 6a	CM	6a-7a -----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
WAVY News 10 Sa 6a														
6A NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/20/12		08/20/12	08/26/12	-----S-		1		\$500.00		0.00				
E 9	WAVY	08/25/12	08/25/12	WAVY News 10 Sa 7a	CM	7a-8a -----S-	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
WAVY News 10 Sa 7a														
7A NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/20/12		08/20/12	08/26/12	-----S-		1		\$800.00		0.00				
E 10	WAVY	08/25/12	08/25/12	WAVY News 10 Sat 6p	CM	6p-630p -----S-	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
WAVY News 10 Sat 6p														
WAVY NEWS/NBC NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/20/12		08/20/12	08/26/12	-----S-		2		\$500.00		0.00				
E 11	WAVY	08/25/12	08/25/12	Sa 7-8p	CM	7p-8p -----S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
Sa 7-8p														
ENT. THIS WEEK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/20/12		08/20/12	08/26/12	-----S-		1		\$300.00		0.00				
E 12	WAVY	08/26/12	08/26/12	WAVY News 10 Sunday	GM	7a-8a -----S	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
WAVY News 10 Sunday 7a														
7A NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/20/12		08/20/12	08/26/12	-----S		1		\$800.00		0.00				
E 13	WAVY	08/26/12	08/26/12	Meet the Press	CM	9a-10a -----S	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
Meet the Press														
MEET THE PRESS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/20/12		08/20/12	08/26/12	-----S		1		\$1,800.00		0.00				
E 14	WAVY	08/26/12	08/26/12		CM	6p-7p -----S	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				WAVY News 10 Sun 6p										
				WAVY News 10 Sun 6p										
WAVY NEWS/NBC NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S		2		\$500.00		0.00				
E 16	WAVY	08/26/12	08/26/12	NFL Pre-Season Game CM		NFL Pre-Season G- - - - - S	:30	1	\$3,200.00	P1	0.00	NM	1	\$3,200.00
				NFL Pre-Season Game										
FTBL-COLTS/STEELERS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S		1		\$3,200.00		0.00				
E 17	WAVY	08/26/12	08/26/12	LN Su	CM	11p-1130p		1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				WAVY News 10 @11 Sun										
11P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S		1		\$2,000.00		0.00				
E 18	WAVY	08/27/12	08/27/12	Today Show M-F	CM	7a-9a		1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				Today Show M-F										
TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M- - - - -		1		\$2,000.00		0.00				
E 19	WAVY	08/27/12	08/28/12	Hampton Roads Show	CM	11a-12p		4	\$200.00	P2	0.00	NM	4	\$800.00
				Hampton Roads Show										
HAMPTON ROADS SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	MT- - - - -		4		\$200.00		0.00				
E 20	WAVY	08/27/12	08/28/12	WAVY News 10 @ Noon	CM	12p-1p		2	\$300.00	P1	0.00	NM	2	\$600.00
				News 10 @ Noon										
NEWS AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	MT- - - - -		2		\$300.00		0.00				
E 21	WAVY	08/27/12	08/28/12	WAVY News 10 @6p	CM	6p-630p		2	\$2,000.00	P1	0.00	NM	2	\$4,000.00
				News 10 @6p										
WAVY NEWS/NBC NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	MT- - - - -		2		\$2,000.00		0.00				
E 22	WAVY	08/27/12	08/28/12	LN M-F	CM	11p-1130p		2	\$2,000.00	P1	0.00	NM	2	\$4,000.00
				M-F News 10 @11										
WAVY NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	MT- - - - -		2		\$2,000.00		0.00				
E 23	WAVY	08/27/12	08/28/12	Tonight Show/Jay Leno	CM	1134p-1237a		2	\$500.00	P1	0.00	NM	2	\$1,000.00
				Tonight Show w/Leno										
TONITE SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	MT- - - - -		2		\$500.00		0.00				
N 24	WAVY	08/25/12	08/25/12	Sat Hour 1	CM	8p-9p		1	\$400.00	P3	0.00	NM	1	\$400.00
				Saturday 8-9p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S-		1		\$400.00		0.00				
												Totals	45	\$42,500.00